

AUTOMOBILES AND GOOD ROADS

ELY BOOSTERS FORM TRAIL ASSOCIATION

Raise Fund to Improve Auto Route Through That Part of State.

Ely, Nev., is one city in the west that fully appreciates the good that comes from being on the main line of transcontinental automobile travel and this town is always busy boosting for the first official route. Gale S. Hoag, secretary of the Nevada State Automobile association, has made a careful study of touring conditions for the past three years and thoroughly understands conditions. He has just succeeded in organizing a committee of business men of Ely to get out and work for the Midland trail and the organization has raised quite a fund to help improve the route. The Ely Expositor has the following to say on the question:

"It is reasonably sure that Ely will be on the first transcontinental highway. There are some figures that speak for themselves and which we believe will have a big influence in determining the road across the country. The Northwest trail via Seattle—New York to San Francisco, 3,812 miles. Overland trail—New York to San Francisco, 4,019 miles. Santa Fe trail—New York to Los Angeles, 3,857 miles. Midland trail—New York to San Francisco, 3,592 miles. New York to Los Angeles, 3,541 miles. This shows plainly that the shortest route from New York to either Los Angeles or San Francisco is by way of the Midland trail, which lies through Ely. When these facts are put up to the government engineers, it is bound to have a great deal of influence, but it is up to the citizens of Ely to get these facts before them and to demonstrate not only that we have the best and most used route—the route that is accepted by the majority of the traveling public. The best way to get our route used the most is by making it so plain with signboards that no other route can offer to the tourist the advantages which the Ely route will. That is why we want this road signboard and why we want subscriptions."

New Motor Car Numbers

The following new motor cars were registered at the secretary of state's office during the week:

No.	Name.	Address.	Car.
2601	A. Dickinson	Salt Lake	Ford
2602	David Pugh	Ogden	Studebaker
2603	H. C. Watkins	Ogden	Metz
2604	O. S. Olson	Provo	Studebaker
2605	A. F. Frandsen	Elsinore	Overland

Owners of Pleasure Electrics—We Guarantee These Tires 10,000 Miles—two Years

Nearly everybody now knows that Motz Cushion Tires are easy-riding and trouble-proof, but do you realize the great economy of these tires?

Do you realize that every set of Motz Cushion Tires is guaranteed for 10,000 miles—two years?

Do you realize that the upkeep cost on a set of Motz Cushion Tires is practically nothing?

Do you realize that four, not five, of these tires make a complete set.

What if the initial cost of Motz Cushion Tires is a trifle more than pneumatics, is not the additional cost paid back ten times over?

They Ride Easy

Motorists and motor car makers once thought that only pneumatic tires could be easy-riding and resilient, but Motz Cushion Tires upset all calculations. Thousands now know from experience, from using Motz Cushion Tires, that they were wrong. They know that no pneumatic, except under excessive speed, is more resilient than the Motz.

Note the construction of this remarkable tire. Note the double, notched tread (A in picture), which prevents skidding and distributes the weight to the sides. The sides are undercut (see B), which allows free action of slantwise bridges (see C). These bridges are elastic. They give and yield like the air in a pneumatic tire. Note D in the picture, showing shock-absorbing qualities when tire runs over a stone.

Needless to say, Motz Cushion Tires end all punctures and blowouts.

The Motz Tire and Rubber Co. Factories and Executive Office AKRON, OHIO
Service Stations in All Principal Cities
Salt Lake City Distributor,
Chas. Schaufelberger, 69 East Fourth So.
Phone Wasatch 4452.



1913 MODELS
NOW ON DISPLAY AT OUR SALESROOM
Randall-Dodd Auto Co.
53 WEST FOURTH SOUTH ST.
"Automobile Row"

"When Better Cars are built, Buick will build them."

UP AND DOWN SALT LAKE'S BUSY AUTOMOBILE ROW

President J. E. Langford of the Salt Lake Automobile company is home again after an extended business trip east, during which he visited the New York automobile show and the Franklin and Detroit electric factory. Mr. Langford is enthusiastic over the New York show, especially the pleasure car show. He says the crowds that attended were enormous and that it was a "motor crowd," interested in all the new things seen in the automobiles. The exhibitors reported the largest sales of any show in the history of motor exhibitions and declared the show a pronounced success. Mr. Langford made a trip to the Franklin factory while away, and engaged an expert on Franklins to come to Salt Lake and take charge of the Franklin service department in this city.

David Peterson of the Bertram Motor Supply company spent three days of the past week in Ely, Nev., on business for his firm. Ely is fully alive to the coming season's automobile travel, says Mr. Peterson, and is making preparations to have the roads in the best of condition. They have sign-posted the route for miles on both sides of Ely and want to know why Salt Lake does not get busy and sign-post the road from Salt Lake to Ely.

George Forney of St. Anthony, Ida., agent for the Studebaker cars in that section of the country, is in Salt Lake to get his line of 1913 demonstrators to take home with him. Mr. Forney acted as pilot for The Tribune Studebaker pathfinder in mapping the route from St. Anthony to the Yellowstone park. He declares there were hundreds of cars used this route last year, and he expects many more the coming season. "The best thing about that route," says Mr. Forney, "is that no one has ever been able to make any improvement on it and it is now accepted as official by everybody."

Word has just been received of the organization of a new motor car company to manufacture automobiles, known as the Emise Motor Car company. It will have headquarters and its plant at Detroit, Mich. The company was organized by C. A. Emise, formerly of Salt Lake City. Mr. Emise was prominently connected with

the bicycle game in Salt Lake for several years in the '90's, and was manager of the Salt Lake Cycle company. He was one of the most widely known bicycle men in the country at that time.

With the East discussing the wire wheel as a possibility in coming motor cars, much as the self-starter, center control and left-hand drive, have been in the past year, Salt Lake dealers are more or less alive to the proposed change. Manager L. J. Gilmer of the Utah Motor Car company said yesterday that the Packard people has just notified him, wire wheels would be optional on their cars from now on. As yet none of the wire wheel equipped cars have made their appearance on Salt Lake streets, but several dealers are now planning on ordering this equipment for summer delivery.

A shipment of Pierce Arrow cars left Buffalo January 24 and will arrive in this coming week. There is one car in this shipment around which centers some mystery. The motorist company says that when this is unloaded there will be shown something in the way of a motor car that has never been seen before in Salt Lake City.

R. A. Crosser, mountain states manager of the White Automobile company, spent part of the week in Salt Lake City as a visitor with Manager Besiak of the local White company. Mr. Crosser came direct to Salt Lake from the New York auto show, and is in his praises of this exhibition. He says a big show is planned for Denver next month.

The Studebaker company is now located in its new quarters on State street. The new repair shop has been installed and a full force of mechanics employed. The new garage is opened and a car gasoline tank, which is the first in the city, is installed. The new show room is the largest in the west.

Assistant Manager J. A. Groenbeck declares the company is in better shape now to handle its automobile business than ever before. The Studebaker company has reorganized a service department to none in the city, declares Mr. Groenbeck, and with a complete line of parts is able to take prompt care of car owners who through mishap may have accidents to their cars.

J. C. Riley, manager of the Goodyear Tire & Rubber company, left last evening for Chicago to attend the Chicago automobile show. The Goodyear company holds an annual banquet and conference meeting of its branch managers annually at the Chicago automobile show, and Mr. Riley will attend both these functions before returning home.

R. H. Keene of St. Louis arrived in the city yesterday, and will take up his duties as adjuster for the Firestone branch in this city. Mr. Keene has

WIRE WHEELS FEATURE AT AUTOMOBILE SHOWS

One of the exhibits which excite special interest at the automobile shows this year at the Madison Square Garden show in New York and at the Philadelphia show, and is being talked about in Chicago is the wire wheel equipment.

Wire wheels are much lighter than the wooden artillery type of running gear and have been developed in such a way that they do not look unsubstantial under the largest car body—in fact, they add distinctly to its grace, as they do to its comfort.

The advantages of the wire wheel in tire saving particularly and in superior strength have been proved conclusively. The metal radiates the heat created in running and prevents the disintegration of the tires which wooden wheels encourage because they do not radiate, but confine the heat in the steel rims. Carefully kept records show, it is said, that a tire will give double the mileage on a wire wheel that it will on a wooden one.

been connected with the Firestone branch in St. Louis for a number of years and is therefore thoroughly conversant with the tire business.

Manager A. R. Tourneau of the Randall-Dodd Auto company is back in the city again, after a week's trip through Idaho, visiting sub-agents of the company. While away he placed orders for several carloads of Buicks to be shipped immediately. Mr. Tourneau declares the company's agents have their books loaded down with prospects, and many cars will be sold as soon as the weather opens up.

F. A. Nelson of Rupert, Ida., sub-agent for the Cartercar Utah company, was in the city this week. While here he made arrangements for a shipment of Cartercars into his territory. Like other agents visiting Salt Lake from Idaho, Mr. Nelson is enthusiastic over the prospects for the coming year, this being especially true in the farming districts, where there is the greatest demand for cars at the present time.

Arthur Kimp, Pierce-Arrow service man, is spending a week or ten days with the Tom Botterill Auto company.

Manager H. E. Wright of the Wright Motor Car company is busy these days distributing maps of the Midland trail he laid out by A. L. Westgard. With the local Midland Trail association working with the legislature for an appropriation to build this trail, there is some demand for official maps showing where the trail goes. The Pathfinder company has had a number of these printed from the notes of Mr. Westgard, and Mr. Wright says he will gladly furnish copies to all who desire them.

A. J. Lewis, Salina agent for the Ford, is in the city. He expects to leave for home today with a carload of Fords sold in his territory.

AMONG THE DEALERS

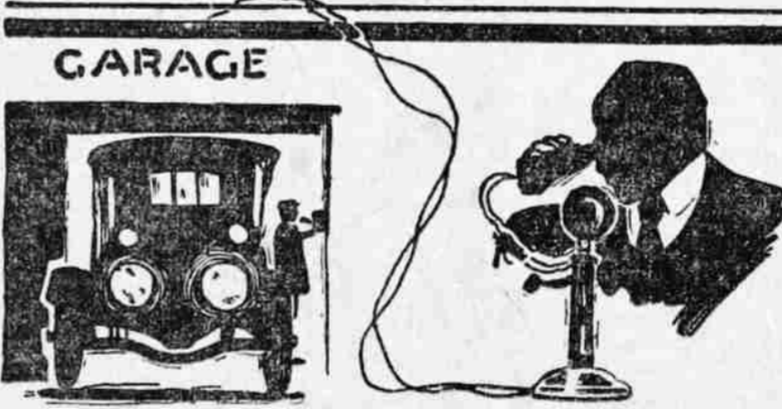
All matter appearing under this head is published as news, but under the usual laws of the state is classified as advertising. Because the dealer is permitted to carry an ad in another part of this paper, it is on an even basis with other paid advertisements.

BOTTERILLS OPEN ACCESSORY HOUSE

Frank Botterill of the Tom Botterill Automobile company announces the opening of a complete supply and accessory department. The north room of the building has been given over entirely to this department, which is in charge of two thoroughly competent accessory men. Besides a complete line of supplies this department will specialize on several high grade standard lines, among these the Bosch magnetos, Warner speedometers, Klaxon horns, Weed anti-skid chains, Rushmore and Solar gas and electric lighting equipment, also Duplex and Panhard oils and greases. One of the unique features of this department is that a complete line of repair parts will be carried for Bosch magnetos, Klaxon horns and Warner speedometers. A thoroughly competent repair man has been engaged who will specialize on the repairing and adjusting of these goods. As a complete stock of these "extra" parts is carried it will be unnecessary in the future for any motor car owner to have to return his magnetos, speedometer, etc., to the factories for repair or replacement of parts. A large stock of Goodrich, Diamond and all standard makes of tires will be carried. The department completes in full the idea of "Botterill service," as the Botterill establishment at the present time includes every department, from the sale of cars to the complete painting and refinishing and is one of the largest automobile establishments between Denver and the Pacific coast. To aid in giving better service to its patrons the Botterill company will keep this supply department open day and night in connection with its garage. The Botterills feel that with the addition of this department the ideal of Botterill service is complete.

BUICK FIRE DOES NOT STOP DELIVERY

Notwithstanding the \$50,000 fire which destroyed the brass and aluminum foundry of the Buick Motor company, at Flint, Mich., it is still making deliveries by the trainload. Right on top of the eleven trains sent out in 1912, the company is starting out in 1913 business with two trainloads in the first three weeks in January. The first was one of fifty carsloads which went to the Nebraska-Buick company at Lincoln, Neb. This is said to be the first trainload shipment of motor cars ever made into that territory. The second is one of eighty carloads.



Always Ready—Always Right
That's our way of keeping a car. When you phone for your car, it is ready to go and in the right condition to ride in—cleaned, polished, "spick and span."

We are specialists in keeping cars in condition

If you want your car to be always ready and always right, you would appreciate the better garage service that we can offer you. Find out about it today.

The "skidding season" has come—Is your car prepared for it?

Goodrich Safety Tread Tires

are the right sort of preparation. Here's a tread that solves the skid problem in the only way that it can be solved—by removing the cause. The tread bars, in both directions, push out the ooze from under the tire, and keep it out, so that the following bars can get a firm grip on a clean spot. The start of a skid is automatically stopped by this street cleaning process. You ought to see the "Safety Tread" today—drop by here on your way home.

Tom Botterill Auto Co.
36-42 STATE STREET Phone Exchange 636
PIERCE ARROW—HUDSON
Accessories and Supplies
"Botterill Service"

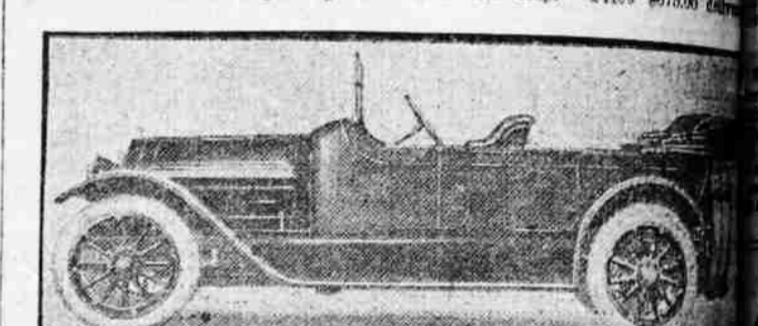
First Shipmen "Speedwell" Trucks and Touring Cars Now En Route



All sizes, any kind of body desired. 2 ton, 4 ton or 6 ton. Unequaled.



"New Wagenhal Delivery Wagon." Loaded with 36 full grocery boxes for one trip. Price \$275.00 delivered.



New "6" Speedwell Touring Car. Nothing lacking. Price \$275.00 delivered.

Speedwell Touring Cars, Speedwell Trucks, 2, 4 and 6 Tons Wagenhal Package Delivery Cars.

These cars will be shown at 223 and 225 South State street, and will be on exhibition not later than February 8.

The new Speedwell Six, Five and Seven Passenger Cars are the equal of any cars ever turned out.

Speedwell trucks are known throughout the United States as possessing greater advantages for general use than any other manufacturer. They are being used by the largest concerns throughout the United States, and need only to be seen to be purchased.

The "New Wagenhal" delivery car has created a sensation throughout the east, and is not something untried, but is being used in all sorts of retail trade.

THE SPEEDWELL AGENCY

By G. S. HOLMES

TO LEASE

Fine corner, 2nd East and 2nd South, 55x90x6 feet. Studebaker's moving out of their garage at above premises on account of their new building on State street. This garage and showroom are the finest in the city.

Well equipped basement for storage and repair purposes, with a new electric elevator. Moderate rent and long lease.

Inquire: Studebaker Bros. Co. of Utah
157 SOUTH STATE STREET

NEW YARD

NEW CLEAN COAL

BLACK HAWK
HIAWATHA KING COAL
THOMAS-KNOX COAL CO.
Alex. R. Thomas Was. 1919 Geo. G. Knox
Mammoth Lump ... \$5.15 Per Ton